

AT&T Reinvents the Live Sports Experience

AT&T puts fans at AT&T Stadium at the center of the action in the [nation's first 5G-enabled stadium](#). Throughout the season we will offer four unique 5G activations that will begin to change the way fans interact with the game. These 5G experiences will run on our ultra-fast 5G+ network, which is AT&T's name for 5G service using millimeter wave spectrum.

5G Fan Experiences



Hype Up Chants

From the moment fans enter AT&T Plaza, they can see 36-foot tall players towering over AT&T Stadium on the provided Samsung Galaxy S10 5G.



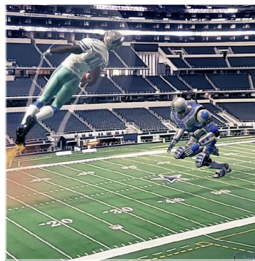
Hall of Heroes

Capture fan touchdown dances over stunning 3-D video on a supplied Samsung Galaxy S10 5G.



Pose with the Pros

Fans can digitally jump in for a quick video with virtual Cowboys players to share on social. These immersive columns are connected to 5G using the [NETGEAR Nighthawk 5G Mobile Hotspot](#).



Live Game Data & Time Tackle

At the club level, fans can track the team's performance and view live player stats using localized AR content on one of our provided Samsung Galaxy S10 5Gs, just like they're watching a live TV broadcast at home.

"5G will be a powerful tool to enhance the fan experience in sports, which we saw firsthand in Las Vegas this summer. That's why we're unlocking the potential of 5G to reinvent what fans expect on game day and how they interact with their passions," said Kelly King, Executive Vice President, AT&T Mobility and Entertainment. "As an industry leader in bringing tangible 5G experiences to life, you can expect us to continue to push what was previously unimaginable across sports, entertainment, gaming and other areas."



[Watch Video: AT&T Stadium Brings The Game Closer with 5G and AR](#)

Learn more about how AT&T is pushing the limits of innovation and enhancing the fan experience [here](#).